

To: Marketing and Planning Committee

Date: January 26, 2011

From: Mary Burdick, Sr. Manager of Marketing

Reviewed By:

SUBJECT: Community Events

SUMMARY OF ISSUES:

County Connection marketing staff continues to participate in select community events and to coordinate Class Pass field trips for schools with service along fixed routes in the service area. No business or community events were scheduled in January or to date for February. Class Pass trips were coordinated for the following schools:

1/14/11 – Del Amigo High – 23 students/4 adults

1/19/11 – Dougherty Valley High – 15 students/7 adults (special needs students)

1/25/11 – Diablo Hills County School – 24 students/6 adults

1/25/11 – John Muir Elementary – 30 students/10 adults

1/27/11 – John Muir Elementary – 30 students/10 adults

1/28/11 – John Swett Elementary – 44 students/10 adults

RECOMMENDATION:

For information only

FINANCIAL IMPLICATIONS:

None